

## Positive Alternatives 2015 Quarterly Update

**Grantee: Pregnancy Choices Lifecare Center**

**Goal: To provide positive alternatives to abortion for pregnant and parenting women in Minnesota**

**For the period: April 1, 2015- June 30, 2015**

<b>Activity or Service</b>	<b>Activity or Service Description</b> Major Work Plan Activities	<b>Work Plan Count</b>	<b>Program Progress and Accomplishments</b> Report the progress and accomplishments made this period on each activity.	<b>Report Count</b>
<b>Administrative Activities</b>	Provide initial training to grant staff, with ongoing guidance and supervision; complete grant forms; attend required grant meetings; track grant budget		All grant meetings attended as required. Grant budget tracked on a monthly basis. Staff meetings occur regularly every week.	
<b>Outreach</b>	Develop advertising and/or publicity program to promote center and increase capacity		Developed a radio ad which is currently running on "I Heart Radio" KDWB targeting the abortion vulnerable clients.	
<b>Case Management Services</b>	Provide follow-up for clients testing positive for pregnancy; provide Social Worker and Nurse contacts as needed	40	Saw a slight increase in positive pregnancy tests and in testing overall.	41
<b>Crib Distribution/ Sleep Safety Education</b>	Provide assistance with crib applications and distribution; provide sleep safety education	15	This is the number of women who graduated from our Baby and Me program this last quarter. All are given video instruction and handouts on safe sleep procedures.	19

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<b>Education Assistance</b>	Provide assessment and education on furthering education; Provide community resources; partner qualified clients with live in programs that support further education	12	We include GED info in all folders and help moms who want to look into classes for GED or college use our IPADs to help them look up resources. There has been zero interest in GED, most of our clients have already graduated high school.	0
<b>Employment Assistance</b>	Provide assessment and education on employment; provide community resources for employment	10	Much of this type of help centers first around helping them apply for child care assistance and looking to see what low cost options for daycare are available. MN workforce has been a great resource for the job searches.	10
<b>Financial Assistance</b>	Provide assistance in applying for financial assistance; provide direct assistance through distribution of gas and food cards and clothing in incentive learning program	40	Our post partum class continues to grow in popularity. We had 57 women take part in these post baby classes this past quarter which was another new record for attendance. This number includes visits of women who participate in our EWYL program as well as our post partum group approach.	166
<b>Housing Assistance</b>	Assist clients in exploring housing options in the community; provide computer to clients to enable their housing searches	5	Affordable housing continues to be a major challenge in the south metro area. We typically direct our clients to view <a href="http://www.housinglink.org">www.housinglink.org</a>	15
<b>Nutrition</b>	Provide prenatal vitamins and healthy nutrition information	40	Met our goals for our testing this quarter.	41

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<b>Parenting Education</b>	Provide assessment for family needs and parenting education on topics; provide community resources for food, clothing, shelter, WIC	40	These are all distinct clients who came in for various services, including pregnancy tests, STI testing and Baby and Me classes as well as post partum class. We ask all clients which resources are most important to them and how we can help them contact those specific ones.	144
<b>Pregnancy Education</b>	Provide education to foster healthy pregnancy outcomes	40	All positive tests as well as clients in our Baby and Me program receive info on how to have a healthy pregnancy outcome. We have DVD's that can be viewed at the center as well as brochures which are given out.	150
<b>Pregnancy Testing</b>	Provide assessment for program eligibility including pregnancy testing and options life coaching	40	Slight increase in pregnancy tests for this quarter as opposed to previous winter quarters.	58

<b>Maternal and Child Health Initiative Task Force Strategies</b>	<b>No.</b>
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	

<b>Maternal and Child Health Initiative Task Force Strategies</b>	<b>No.</b>
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	14
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	5

**Challenges:** Keeping up with how busy our center is! But we are loving it. Trying to create a marketing budget that is sustainable as we need to compete against the abortion clinics and their huge marketing budgets so we can target the abortion vulnerable.

**Comments:** Increase in our marketing footprint as well as word of mouth and positive client experiences is really helping us expand our reach, especially to the abortion vulnerable. Seeing a huge increase in STI testing as well as in clients testing positive for STI's.